New Club Development Guide
We serve.

We have more volunteers in more places than any other service organization in the world. Since 1917, Lions clubs have offered people the opportunity to give back to their communities and help those in need. Whenever a Lions club gets together, problems get smaller, and communities get better. That’s because we help where help is needed – in our own communities and around the world – with unmatched integrity and energy.

Organizing a new Lions club gives more people the chance to make a difference, assist those in need and introduce new projects to local communities. There is no limit to where or how many community-based clubs can be formed. Where there is need, a Lions club can help.

Over the years, as community needs have increased, Lions have broadened their focus toward humanitarian efforts. Each Lions club is autonomous, and therefore may choose projects and activities that fit the lifestyles of its members and impact the community the greatest.

The following information provides guidelines to help you organize new Lions clubs in your area. Please adapt the strategies and techniques as needed to conform to local cultures and traditions.

➔ Club Formation Tips

All Lions club types in good standing have the ability to vote at district, multiple district and international conventions; apply for LCIF grants; and benefit from the service, training and leadership opportunities granted to all Lions clubs.
Choosing a Club Type

Our world is changing, and today’s volunteers are looking for new ways to become involved in relevant issues and serve in a way that fits their ever-changing lifestyles. While community-based clubs are our tradition, we realize that one size does not fit all. That’s why we offer several club formats for you to choose from:

- **Traditional Lions clubs** are ideal for bringing together a group of community-minded people to serve the needs of their community. They offer flexibility to reach new groups of people and serve a variety of communities.

- **Campus Lions clubs** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and business skills. Additionally, students are eligible to receive a special dues discount to make membership more affordable.

- **Leo-Lions clubs** provide an easy transition from Leo to Lions clubs by offering a special dues discount to graduating Leos and their peers. To charter a Leo Lions club, a minimum of 10 graduating Leos is required.

- **Club branches** enable a small group of at least five people to form a Lions club and start making a difference in their community. Members become part of an existing parent Lions club, and have the opportunity to select their own projects, and activities and meeting times.

**Club Formation Tips**

**District Benefits**
There are many reasons to form new Lions clubs in your district:

- Fulfill unmet needs in communities that are not currently served by Lions.
- Attract families, women and younger members.
- Rejuvenate and grow membership.
- Increase the leadership pool.

Other Club Categories

**Specialty Clubs** allow you to start a new Lions club with a group of people that already share a common interest or passion. Members may share a hobby, profession or ethnicity. A specialty club is chartered in the same manner and with the same requirements as all new club charters. The special distinction of clubs chartered as a specialty club is that specialty club members share a specific common interest or passion which allows them to connect with one another on a deeper level. A selection is now available on the charter application for identifying a unique quality about the club.

**Virtual Clubs** utilize the online world of applications to serve their communities. These clubs establish their presence online, and coordinate their efforts using a variety of software applications. Forming a virtual club is worth considering when individuals are pressed for time, restricted by geographic proximity to a club, or have limited mobility, among other reasons.

To learn more & access additional resources, visit lionsclubs.org/start-a-new-club
Steps to New Club Development

New clubs should be based on the needs within the community. Once you find a need, it is easy to charter a new club! The process of chartering a new Lions club should take between four to eight weeks. If it takes more than eight weeks, you run the risk that members will lose interest and quit before the club becomes formally organized. Consider asking the sponsor club to serve as a parent club so that projects can be conducted and recruiting efforts can continue among the new members. This will also be a way that the parent club can increase their own membership, as well as their service impact by having a club branch.

**To organize a new Lions club you will need:**
- 20 or more charter members
- A sponsoring club, region, zone, district cabinet or district committee
- Completed charter application and report of charter members to be submitted on MyLCI
- Your district governor's approval
- Appropriate charter fees and certification forms

**To organize a club branch you will need:**
- A minimum of five branch members
- Elected branch president, secretary and treasurer
- A sponsoring club and branch liaison
- Your district governor to be informed
- Complete application via MyLCI
STEP ONE: Determine Areas Of Opportunity

Find a Need and Fill It

Begin by creating a list of communities in your district that would benefit from a new club. Include both communities with no Lions club and areas that would benefit from an additional Lions club.

Consider the following:

- Size of the population
- Current service clubs and community organizations
- Local project possibilities and benefits for the area
- Groups of people who are not currently being recruited by existing Lions club
- Young adults, women, ethnic communities and other underrepresented groups
- Location of nearest possible sponsoring Lions clubs

⇒ Club Formation Tips

Print out a map of your district and mark all the locations of existing clubs by placing a dot on the areas. This way you can clearly see which communities are not currently served by Lions. You can pinpoint where existing clubs are in your area by using the Club Locator search engine on the LCI website (www.lionsclubs.org).

STEP TWO: Develop Your Team

New club development should be a team effort in order to ensure the success of recruiting efforts and the new club. Team members should be hardworking, committed to the development of the new club and passionate about being a Lion. The following Lions will be instrumental in the development of the new club:

- **Global Action Team (GAT) District Coordinator** – District Governors, as the district Global Action Team (GAT) chairperson, should activate their team to achieve their new club development goals. Additionally, the district GAT should ensure the new club’s officers are trained.

- **Membership and New Club Growth Team** – The Membership and Club Growth Team, made up of the district GMT coordinator, first vice district governor and one or two others, focus on growing new and existing clubs. These individuals have the expertise and desire to help charter a new club and are aware of the resources available from Lions Clubs International.

- **Guiding Lion and Certified Guiding Lions** – District governors are encouraged to appoint one guiding Lion, preferably a Certified Guiding Lion to guide the new club in its first two years of operation, orient and train new club officers, and motivate and support new club growth.

- **Members from the Sponsoring Lions Club** – Once the new club is formed, members of the sponsoring club will be working closely with the new club to ensure a proper orientation into Lions. Having members from the sponsor club involved in the new club development process creates a sense of ownership and pride for the new club.
Club Formation Tips

Any club in good standing can sponsor a Lions club within its district. The primary sponsoring club must be from the new club’s district. However, a co-sponsor may come from any area.

Sponsoring clubs are required to:

- Support the guiding Lion(s)
- Check that all charter-member applicants meet the standards of being a Lion member
- Hold an in-depth organizational meeting
- Ensure that the chartered club has proper orientation into Lions
- Co-host Charter Night
- Encourage district participation
- Encourage interclub functions
- Help develop a membership retention and growth plan
- Assist in preparing the club’s meeting agenda
- Support the club’s activities
- Assist the club whenever called upon
- Provide guidance without interfering

Additionally, the sponsoring club will often purchase the club banner and gavel to present to the new club at the Charter Night celebration.
Once your team is established, consider dividing the members into the following four sub-teams:

<table>
<thead>
<tr>
<th>Skills</th>
<th>Responsibilities</th>
<th>Qualities</th>
</tr>
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</table>
| Lead Team | • Contact Lions’ network via phone and email.  
• Research key leaders.  
• Set up appointments with leaders. | • Organized  
• Tech-savvy  
• Comfortable on telephone  
• Strong writing skills |
| Field Team | • Develop a plan for outreach to integral community business leaders.  
• Visit business leaders and ask them to join Lions or attend informational meeting.  
• Hang informational flyers in high-visibility areas and at businesses. | • Social  
• Professional demeanor  
• Quick thinker  
• Strong interpersonal skills |
| Ground Team | • Develop a plan for outreach to community members.  
• Set up promotion stations in the community. | • Social  
• Professional demeanor  
• Strong interpersonal skills |
| Response Team | • Conduct follow-up with prospective members.  
• Keep new members informed about meeting times and updates. | • Organized  
• Tech-savvy  
• Comfortable on telephone  
• Strong writing skills |

See the back of this guide for more information on the above teams.

To learn more & access additional resources, visit lionsclubs.org/start-a-new-club
STEP THREE: Conduct Site Development Research

The purpose of conducting site-development research is to evaluate the needs of the community, gauge the feasibility of chartering a new club and collect information. While the objective of the research is not to recruit members, contacts made during the visit should be noted for a later visit during the recruiting phase.

Contact Community Leaders

The club organizer, and preferably two other knowledgeable Lions, should spend a day visiting the following community leaders:

Local Business Organization
- Obtain a list of local businesses
- Ask about other service clubs in the area
- Ask about possible meeting locations
- Ask if a five-minute presentation can be made at the next meeting

Mayor and Other Community Leaders
- Gain approval for the new club.
- Discuss needs within the community.
- Determine if other community organizations exist, what they do and when they meet.
- Ask if a five-minute presentation can be made at the next council meeting

School Administrators (Superintendents and School Principals)

Gain approval to discuss new club projects with school staff members. Ask about possible youth programs or the need for a Leo club.

STEP FOUR: Promote The New Club To The Community

Before recruiting begins, and throughout the duration of club development, promote the new club to the community. To launch a successful campaign, first identify your potential members and develop a campaign that highlights the intended message that will appeal to the demographic group you are targeting.

Officials from Law Enforcement Agencies, Fire Departments, Human Service Agencies and Business Groups
- Identify and discuss possible community needs.
- Spend about 15 minutes with each community leader and explain that you are collecting information for the formation of a new Lions club. Ask each contact for his or her business card and the names of other community leaders who might be interested.

Visit Possible Meeting Locations

Visit local hotels and restaurants to find possible meeting locations for the informational and organizational meetings. Inquire about availability and prices of meeting rooms.
STEP FIVE: Recruit Charter Members

Who will we recruit?
The first step is to determine who will be contacted to join the new club.

Community leaders are vital to new club development because they are:
• Aware of the needs in their community
• Able to make a difference
• Aware of community organizations, such as Lions
• Skilled professionals who can give the new club a strong foundation
• Able to recruit other leaders

Residents are also vital to new club development because they:
• Have a vested interest in their community
• Know what the needs are
• Can recruit other community-minded individuals

Here are some guidelines to assist with identifying prospective members:
• Use lists that have already been compiled from your site-development research.
• Use the Recruiting Wheel in the back of this guide to help think of people who may be interested in joining the new club. Use the Build a Lions Network form in this guide to collect the information.
• Be sure any list includes either a physical addresses or email addresses, depending on the method of sending out invitations. Phone numbers are a plus for follow-up purposes.

Canvassing Recruiting Tips
1. Dress appropriately. Dress in a professional manner with your Lions pin. Wearing Lions vest and several pins can be a distraction to the prospective member.
2. Turn your phone off. Make sure you turn your phone or ringer off before meeting with a prospective member to ensure there are no distractions.
3. Start at the top. You can sell down, but you cannot sell up. Always ask to speak to the business owners or managers to gain their commitment. After they have shown interest, then ask if anyone else in the organization might be interested. Recruiting support staff first may offend the owner/manager.

How will we recruit?
The next step is to determine how the members should be recruited. In general, there are five ways a Lions club can be developed. The five strategies include:

1. Canvassing: Recruiting community and business leaders by making unscheduled personal visits
2. Limited Recruiting: Inviting only people recommended by other Lions or key community or business leaders
3. Group Conversion: Meeting with an established group of people who have an interest in community service as Lions
4. Ground Recruiting: Setting up informational tables in the community to target interested residents
5. Branch Development: Recruiting a small core of people to join an existing parent club with the purpose of launching a local project

One of the most effective ways to recruit members for a new club is to contact community and business leaders in person. While many Lions might feel uncertain about approaching leaders to discuss Lions, they usually find that many people are generally aware of Lions activities and view the association in a very positive light.

Club Formation Tips
Asking a business owner to post a flyer in their window to promote the new club and the informational meeting provides a great opportunity to invite him or her to join the club.
4. **Overcome obstacles at the front desk.** A secretary or office manager typically screens visitors for the owner or manager. For this reason, you may be asked about the nature of your visit. If you are asked, simply say, “We are in the process of forming a new Lions club in the community and only need three to five minutes of your boss’s time.”

5. **Do not wait more than 10 minutes.** Your time is better spent moving on to the next prospect and gives a sense that your time is important. Instead, ask if there is a convenient time to come back.

6. **Do not carry too much literature.** An abundance of materials can be distracting and may result in the prospect’s asking you to just leave the information for their review. If they are too busy to speak to you, they will be even less likely to read the material.

7. **Obtain clues from their office.** You can tell a lot about a person by looking at the décor on the walls or items on their desk. Do they have a family, a hobby, a humanitarian interest? Often awards, pictures and other items can provide such clues.

8. **Anticipate responses.** Be prepared to respond to people’s reasons for not joining. Some possible responses are included below:
   - **Prospective Lion:** I’m not from around here.
     - **Response A:** Lions is an international association so it’s likely we have a club near your home. Would you like us to take your contact information and pass it along?
     - **Response B:** We are always looking for new places to start clubs. We can take your contact information and let you know when we are forming a club near you.
   - **Prospective Lion:** I don’t have enough time.

9. **Always be positive and leave them smiling.** You are providing opportunities to change their lives, not selling a product. If the prospect does not appear interested, thank them for their time and move on to the next prospect. An irritated individual will not join and will then have negative thoughts of Lions. If the prospect is interested, make sure that he or she feels welcomed.

10. **No matter who you approach and what their answer is, always ask for referrals.** Someone they know may be interested in becoming a Lion. Also, see the recruiting script in the back of this guide.

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**Suggested Materials for New Club Development**

Membership Department has put together new club kits to compile all of the information you will need for starting a new Lions club in one place. The following kits are available:

- Traditional Kit
- Campus Lions Club Kit
- Club Branch Kit

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**Suggested Materials for Recruiting**

- **Better Communities. Changed Lives:** This recruiting brochure is designed specifically for new clubs. It highlights how new clubs are formed, member benefits, and a brief overview of Lions clubs.
- **Charter Member Application:** Prospective members complete this application when joining a new club.
- **Recruiting Flyer:** Choose from five designs to entice prospective members to learn more about Lions by attending an informational night for a new or existing club. Available on the LCI website only as a writeable PDF.
- **Lions Make a Difference:** This recruiting brochure provides details about who Lions are and what they do. Included is an interest form that can be completed by a prospective member.
- **Family Membership Brochure:** This brochure explains how families can be involved in a Lions club and make a difference in the community together.
- **I Am a Lion:** This innovative publication targets potential women members and highlights service that may be of interest to women.
- **Be Part of Something that Matters Brochure:** This brochure targets young adults for membership and is useful when inviting young members.
- **Lions Pocket Card:** Used by many Lions as a companion piece to the Membership Application or as a supplement to the Lions New Member Orientation Program, this card folds easily into a compact size. It is packed with information about the association’s mission, purpose, ethics and history.

To order the above materials, email the Membership Department at (membership@lionsclubs.org).
**Following Up on Leads**

Leads are potential members who will be a member of the new club. These leads come from field recruiting activities (canvassing), community and business visits, informational meetings and Lion recommendations. Collect new member information and leads gathered from each team, and put them into five categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Action Taken</th>
<th>Action Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charter Members</td>
<td>Completed an application and paid the charter fee.</td>
<td>Send an email of congratulations with the date, time and location of the first club meeting.</td>
</tr>
<tr>
<td>High Interest Prospects</td>
<td>May come to a club meeting but did not complete an application.</td>
<td>Send an email inviting them to the meeting.</td>
</tr>
<tr>
<td>Other Prospects</td>
<td>May be interested but could not attend a club meeting.</td>
<td>Keep on the mailing list and contact them following the first meeting with an update on the club’s progress. Continue to invite them to get involved.</td>
</tr>
<tr>
<td>Possible Prospects</td>
<td>Listed names of people who may be interested.</td>
<td>Determine a time to contact them in person.</td>
</tr>
<tr>
<td>Not Interested</td>
<td>Expressed no interest in joining at the current time.</td>
<td>Keep on the mailing list for future projects and events of the new club.</td>
</tr>
</tbody>
</table>

It is important to send each lead and new member a personalized email confirming the date, time and location of the meeting within 48 hours of contact.
STEP SIX: The Informational Meeting

The informational meeting is the first time that the prospective members meet to find out more about Lions and the new club. The objective is to begin to build the new club’s membership and prepare for a successful organizational meeting.

Approximately 20-25 percent of the people who signed up to join the new club will attend the informational meeting. Do not be discouraged. Here are some tips to increase attendance:

• Send follow-up emails to each lead within 48 hours of meeting them.
• Call prospective members who indicated that they will attend the informational meeting to remind them of the date, time and location.
• Encourage prospects to invite their friends and other community-minded individuals who might be interested in joining.
• Promote the informational meeting in local newspapers, social media, and post flyers around the community.

Meeting Preparation:

• Set the room for fewer people than you expect. Consider having additional chairs available just in case more people attend. Because this meeting should only last one hour, do not serve a meal, have some light refreshments such as cookies and soft drinks available.

The number of Lions in attendance should not outnumber the number of attendees. You do not want to intimidate the new or prospective members. However, the guiding Lions should be in attendance since they will be working directly with the new club, as well as the district governor.

• Lions should dress in a professional manner and not wear their Lions vest or too many pins. This may imply that all members have to wear the vest and pins and discourage prospective members from joining.
• Consider creating name tags with the attendees’ names in advance so they knew you were expecting them when they arrive.
• Ensure there is a Lion by the door welcoming the attendees as they come in.

Conducting the Meeting:

The Informational Meeting should be engaging and informative. It is important to display a professional image of Lions since this is most of the attendees’ very first experience with Lions. Start the meeting on time, even if there are only a few attendees present.

• Welcome the group and ask each person to introduce himself or herself and provide both personal and professional information. (Do not rush this exercise. It is important to know who their fellow Lions are/could be).
• Introduce the Lions in attendance and emphasize that they will be here to assist the new club. Only state the titles of the district governor, club organizer and the guiding Lions. It can be overwhelming to a prospective member to hear a number of different titles that Lions have at the first meeting.
• Present an overview of Lions activities and membership benefits.
• Ask attendees to think about the types of projects that the club could support and invite them to bring a friend to the next meeting (which should be within one week of the informational meeting.) Explain that at the next meeting the club will elect officers, identify projects and begin working on them.
• Begin a discussion by asking attendees if they can see how a Lions club can help their community. Mention that there is a cost to forming a Lions club and fully explain the membership dues (international and local). It is important that they fully understand that they have to pay a one-time charter fee to join and semi-annual dues.
• Verify that the date, time and location of the next meeting are convenient for everyone. The next meeting should be within one week of the informational meeting, and meetings should continue each week until the club reaches 20 members.
• Collect charter member applications and fees.

➢ Club Formation Tips

Emphasize that 100% of the money collected from the public goes directly to helping those in need.

The club should meet every week until the club is formed. After 8 weeks, if 20 charter members have not been reached, organize a club branch so the new members can begin serving the community.
Post-Meeting Follow-up:
The following day, send an email to each attendee thanking them for attending and include details of the next meeting. For those prospective members that did not attend send an email outlining the meeting’s accomplishments, noting the possible projects and provide information on the next meeting.

It is important to personally contact the people recommended during the meeting to invite them to attend the next meeting. Continue to contact other people in the community and invite them to the next meeting.

If you posted flyers around the community advertising the informational meeting, replace those with information for the next meeting.

One to two days before the next meeting, make phone calls and send emails to members and prospective members to confirm their attendance.

STEP SEVEN: The Organizational Meeting

The organizational meeting is where the club members will elect officers and begin planning their first service project. The set-up for this meeting is the same as the informational meeting.

Conducting the Meeting:

• Welcome the group. If there are a lot of new attendees, you may wish to repeat the informational meeting and cover the history of Lions more thoroughly.
• If most participants attended the first meeting, review the list of possible service projects and invite the new attendees to add to the list. Ask the group to identify three projects to undertake and discuss how the projects can be accomplished and what can be done before the next meeting.
• Explain that before the group can move forward, a charter club application or branch application is needed so that members are covered by liability insurance and can do community service as Lions.
• If the group decides to hold elections, conduct elections and then complete the application at LCI website at MyLCI. A fully chartered club (with 20 or more members) will need to elect a president, secretary, treasurer, and club membership chairperson. The club branch will need to elect a branch president, secretary, and treasurer and shall have at least 5 members.
• Set-up a date, time and place to hold the next meeting.

Post-Meeting Follow-up:

• The Guiding Lion should set up a meeting with the club officers to begin new club officer training as further outlined in the Certified Guiding Lion Training Course workbook.
• Continue to encourage members to promote their club and bring others to the next meeting or upcoming service project.
• Continue to follow up with those who showed interest but did not attend the informational or organizational meeting.
STEP EIGHT:
New Club Application

Naming the New Club
A proposed Lions club must be known by the actual name of the “municipality” or its equivalent governmental subdivision in which it is located. The term “municipality” is construed to mean the city, town, village, prefecture, county or similar officially named governmental unit.

If the proposed club is not located within a municipality, it must be known by the name of the most appropriate and locally identifiable official governmental unit in which it is located unless authorized by vote of the Membership Development Committee.

The “distinguishing designation” for clubs located in the same “municipality” or equivalent governmental subdivision may be any name which clearly identifies the club from all other clubs in the same municipality or equivalent governmental subdivision. The “distinguishing designation” will be affixed after the governmental municipality.

Other naming restrictions:
• The term “Host Club” shall be a title of prestige and recognition of the parent club in the municipality. It shall carry no other special priority, benefits or privilege.
• Lions clubs shall not be named after living individuals except those individuals who have served in the position as president of Lions Clubs International.
• No Lions club may add “International” as a distinguishing designation to its name.
• The term “Leo” may be added as a distinguishing designation to the name of a Lions club.
• When including a company name in naming of a Lions club, a letter or document demonstrating that the company has authorized the use of its corporate name in connection with the Body be provided (for example, a letter from a corporate representative on company letterhead) prior to approving the name of a club that includes a company name.

Dues
Lions club members pay annual international dues, unless eligible for dues reduction, in addition to club, district and multiple district dues. International dues total US$43, and are billed semi-annually. International dues are charged starting one month after the charter approval date and cover many member benefits, including liability insurance and a subscription to LION Magazine. The amount of club dues should be established at the organizational meeting and should be collected as soon as possible. Dues are often collected with charter fees.

Completing the Club Branch Application
Complete the Notification of Club Branch and Officer Update (CB-1) and Report of Branch Membership (CB-2) with at least five members and collect the US$35 entrance fee from each new member. Submit the club branch information online in MyLCI. For instructions on how to complete the club branch application go to the resource center at www.lionsclubs.org.
MyLCI Charter Application Process
Submitting the charter application online in MyLCI located on the LCI website, is the final step to the club formation process.

Who can submit the application?
- District Governor
- Coordinating Lion
- GMT Coordinator
- Sponsoring Club President
- Sponsoring Club Secretary

What information will be needed to start the application?
- Club Name
- Sponsor Information
- Club Officers (president & secretary)
- Estimate of Charter Members

Additional Charter Application Information
- There are 6 steps to the application process. Email communication will be sent to all leaders at each stage of the process.
- LCI Program Staff will use the comment section in the application to communicate to club leaders and organizers.
- Members, Officers and Guiding Lions will be added after the initial process.
- All entrance fees have to be paid in order for the club to charter.

찍중 Club Formation Tips

**IMPORTANT:** The charter application, along with any corresponding Extension Award nominations, must be submit at LCI headquarters before the close of business on June 20 to be credited to the current fiscal year’s annual records.

Please allow 45 days from the date the application is received at International Headquarters to process the charter application and also to receive the official charter and club supplies.

Available Charter and Dues Discounts

**Family Membership**
Family members have the opportunity to receive a special discount on dues when they join a Lions club together. The first family member (head of household) pays full international dues (US$43), and up to four additional family members pay only half the international dues (US$21.50). All family members pay the one-time entrance fee of US$35.

The Family Membership Program is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage or other legal relationship. Common household family members include parents, children, spouses, aunts and uncles, cousins, grandparents, in-laws and legal dependents.

To receive the family membership dues rate, complete the family member information on the charter application in MyLCI.

**Student Members**
Students enrolled in an educational institution and between the age of legal majority and through age 30 pay only half international dues and are exempt from any entrance fees.

To receive the student dues rate, complete the family section or collect the family information on the Report of Charter Members worksheet that will be entered at the time of charter application submission.

Students over age 30 joining a Campus Lions club or campus club branch pay a reduced entrance of US$10. Regular international dues apply.
Additional Student Member Information

Students of new Campus Lions clubs, or clubs with a majority of student members, are required to prepay one year of international dues at the student member rate and submit with the charter application.

Leo-Lion and Young Adults.

All Former Leos are eligible to receive entrance fee exemption with the completion of the Leo to Lion Certification and Years of Service Transfer Form (LL-2). Additionally, current and former Leos, between the age of legal majority and through age 30, pay only half international dues and are exempt from any entrance fees. The Leo to Lion Certification and Years of Service Transfer Form (LL-2) must be submitted with the charter member application for each graduating Leo.

Leos can also form a Leo-Lions club with at least 10 former Leos and enable other young adults between the age of legal majority and through age 30 to receive the entrance fee waiver and pay only half international dues. The Leo to Lion Certification and Years of Service Transfer Form (LL-2) must be submitted with the charter member application for each eligible young adult.

STEP NINE:
Charter Approval

Once the charter application has been approved, the club Charter Certificate and charter member materials will be sent to the District Governor to present during the charter celebration night. All additional charter member kits will be sent to the new club president. Other club supplies may be purchased from the Club Supplies Department at Lions Club International.

Is your district chartering ten or more clubs in a single year?

Districts who charter ten or more new clubs in a fiscal year must provide verifications that the new clubs will be supported for long-term growth. Additional requirements are as follows:

• Provide payment of one-half annual international dues upon submission of the charter application.

• Per Board policy, a district that charters ten or more new clubs in a fiscal year will require additional approval through either the first vice district governor, second vice district governor, or the Global Action Team GMT Area Leader/ Special Area Advisor.
STEP TEN: Continued Club Development

Sponsoring Club Assistance

Once the new club has received its charter, the sponsoring club should continue to offer support where needed. Sponsoring club officers often visit new clubs during regular meetings, provide assistance with activities and meet with the officers so they become familiar with Lion policies and procedures. Some sponsoring clubs will co-host a meeting or two for the new club until the new club officers feel comfortable holding meetings on their own.

Successful sponsoring clubs continue to support club officers through personal contact and by offering counsel and advice when needed. These sponsors also know when to step back in order to let the new club find its own way.

Guiding Lion

Guiding Lions support the new club throughout the first two years. The Certified Guiding Lion Program provides an outline for training club officers to help the new club build a strong foundation. The training is available in the Certified Guiding Lion Program Course workbook (DACGL-1).

Transition of Power

The goal is to develop a strong, self-sufficient Lions club. As the officers are elected, the sponsoring club, Guiding Lions or other mentor should begin encouraging them to take control of meetings and activities and delegate responsibilities to other club members to get them involved. However, be careful not to overwhelm them. Gauge their leadership ability and offer support and guidance only when needed.
New Club Development Awards

Participating in the development of new clubs is a significant achievement. To underscore the importance of new club development, Lions Clubs International offers a number of special awards to recognize the valuable service of extension-minded Lions.

Extension Awards

Extension Awards are presented to the two Lions, who, in the opinion of the serving district governor, provided the greatest assistance in the organization of a new club.

A maximum of two extension awards may be presented for each new club. Extension Awards for chartering new clubs are awarded at the following benchmarks: 1-5, 10, 15, 20, 25, 30, 40, 50, 75, 100 and 150 clubs.

Any Lion may receive the award, including transfer charter members, with the exception of the district governor, new charter members and international representatives. Recommendations should be noted on the charter application or reported within six months of the charter approval.

Extension Awards will be presented after the club has been chartered for a year and a day. The Extension Award will be sent to the district governor for presentation to the club organizer(s).

District Governor Extension Award

The District Governor Extension Award is awarded to district governors who charter one or more clubs within their district. The prestigious pin is personalized to display the number of clubs chartered during their year.

District Governor Extension Awards will be issued to the immediate past district governor after June 1 following their fiscal year. The award will indicate the number of new clubs formed in the previous fiscal year that are still in good standing as of May 31 of the next fiscal year.

Family Membership Banner Patch

The Family Membership Banner Patch is awarded to new clubs adding 10 or more new family members at the time of charter. The banner patch is sent with the new club charter.
Recruiting Wheel

The Recruiting Wheel is an effective method to compile lists of people who could be invited to join your club. Distribute this page at a regular meeting. For each category on the wheel, have an experienced Lion ask: “Who is the one?”

Example: Who is the one relative you feel would like to make a contribution to improve the community? Give your members a brief time to think about their choices, and fill in the Build a Lions’ Network form as thoroughly as possible.

* May include but is not limited to elected officials, school principals, police and fire chiefs and hospital administrators.

** May include but is not limited to doctors, accountants, dentists, lawyers and bankers.
Key community leaders prospect list

It is important to identify the key leaders within a community and to speak with them prior to recruiting. Since they lead by example, once you have their commitment, it is much easier to recruit other members.

During the preparation phase, please find the name and contact number for these leaders. Once your workshop is approved, refer to the script when setting up appointments with the consultants.

<table>
<thead>
<tr>
<th>Community Leader</th>
<th>Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor/President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Clerk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Administrator</td>
<td></td>
<td></td>
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<tr>
<td>Police Chief</td>
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<tr>
<td>Fire Chief</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Superintendent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Principal</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other community leaders you will want to consider recruiting are:

- Bank managers
- Insurance agents
- Funeral directors
- Lawyers
- Doctors
- Accountants
- Store owners and managers

Also, look for residents who are key leaders within their community:

- Residents who volunteer on boards or commissions
- Residents who regularly attend city/town meetings
- Residents who are already involved in other organizations
Script for Recruiting

The script below is a guide for talking to prospective members. It is most effective when you adapt it to your own personality and when you speak from the heart.

1. Compliment the individual and thank them for their time.

2. Introduce yourself and explain that you are recruiting new members for your Lions club in their community. Ask if they are familiar with Lions clubs.

   - If they are familiar: Ask what they know about Lions. Explain that your Lions club is a service group of men and women interested in improving their community.

   - If they are not familiar: Explain that your Lions club is a service group of men and women interested in improving their community.

3. Explain that there will be an informational meeting for the club in their community. Invite person to come and learn more information. Give the date, time and location of the meeting.

4. Explain the time commitment and cost of being in the club.
Ask if they would be interested in joining.

Yes

Hand them the application and ask them to complete it.

Ask for a check for $35 to cover their one-time entrance fee.

Ask if they know anyone else who would be interested in joining. Ask for their phone number or email address so you can follow up with them.

Give them information on the next meeting and encourage them to bring their spouse, family or friends.

Thank them for their time and for joining.

Maybe

Ask them to complete the application to obtain their contact information so someone can follow up.

Give them details on the informational meeting and encourage them to attend to receive more information.

Encourage them to bring their spouse, family or friends.

Thank them for their time and encourage them to call if they have any questions before the meeting.

No

Ask if they know of anyone that would be interested in joining.

Leave them with information about the informational meeting in case they change their mind or know someone who is interested.

Thank them for their time.
Sample Informational Meeting Agenda

Lions Club ______________________________________________________________________________

Date ____________________________________________________________________________________

Location ________________________________________________________________________________

1. Welcome and introductions
2. Brief history of Lions Clubs International
3. Overview of Lions service
4. Community Needs Assessment Discussion
   • What needs do you feel _______________ Club can support in the community?
5. Requirements for New Club Development
   ■ 20 Members- new or transfer members
   ■ Election of club officers
   ■ A meeting location
   ■ Submission of a application to Lions Club International
   ■ Entrance fee for each member ($35.00 new members, $20 transfer members)
6. Determine date, time, and location of the next meeting
Sample Organizational Meeting Agenda

Lions Club ____________________________

Date ____________________________

Location ____________________________

1. Welcome and introductions
2. Brief history of Lions Clubs International
3. Identify service projects
4. Prioritize projects
5. New Club Development Process
   - Discuss officer roles
   - Club Charter Application Process
6. Determine date, time, and location of the next meeting
New Club Development Workshop
Club Organizers Email Templates

Use the templates below as communication tools for the formation of the new club.

Community Leader Introduction Template

Hello (Community Leader),

My name is (name) and I am with the (Lions Club Name) and we are forming a new Lions Club in (name of town). Lions Clubs are a network of more than 1.4 million men and women in 48,000 clubs worldwide. We help where help is needed. In over 200 countries or geographic areas, in hospitals and senior centers, in regions battered by natural disasters, Lions are at work—helping, leading, planning and supporting. Because we’re local, we can serve the unique needs of our communities. Because we’re global, we can address challenges that go beyond borders. When it comes to meeting challenges, our response is simple: We Serve. It’s something that unites Lions around the world.

We would like to set up a time to have a short meeting with you to share more about Lions and how we can work together to support the needs of the community of (town name). I will follow up with you by (date) to schedule a time.

If you have any questions please contact me at (phone number and email address). I look forward to meeting with you.

(Person Name)
(Lion Title)

Lead Follow Up with invite to Info meeting Email Template

Hello ________________________________,

We would like to thank you for taking the time to meet with our recruitment team on (date of recruiting). We will be hosting an informational meeting on (date). You will be able to learn more about Lions and the impact that we can make together in (name of town).

The informational meeting will be held at (name of meeting location) located at (location address) at (time of meeting). Please confirm your attendance to (person and email address) by (date).

If you have any further questions, please contact (person and email address). Thank you and we look forward to serving with you.

(Person Name)
(Person Title)
Lead Follow Up with invite to organizational meeting Email Template

Hello ________________________________.

We would like to thank you for taking the time to meet with our recruitment team on (date of recruiting). We missed you at our informational meeting on (date) so we wanted to invite you to our organizational meeting which will be held on (date). You will be able to learn more about Lions and the impact that we can make together in (name of town).

The organizational meeting will be held at (name of meeting location) located at (location address) at (time of meeting). Please confirm your attendance to (person and email address) by (date). Also, please feel free to bring a friend.

If you have any further questions, please contact (person and email address). Thank you and we look forward to serving with you.

(Person Name)

(Person Title)